## **WKMG**

## Flight Dates 09/19/12-09/27/12

Order Sep

00:15:00

Contract / Revision

259385

**AMERICAN CROSSROADS** 

15%

Estimate # Alt Order # 1017

Original Date / Revision

Agency Com

Billing Type

06321916

Cash

09/18/12

09/18/12

Order Type

**GENERAL** 

**Billing Contact** 

**Product** 

EOM/EOC

Advertiser POL/American Crossroads

66 Canal Center Plaza

Alexandria, VA 22314

Billing Cycle

Billing Calendar BROADCAST

Suite 555

Demographic

A35+ AGY

POL ISSUE

Agency Crossroads Media, LLC

Start Date

**Rev Codes** 

Product Codes PL-Issue

**Buying Contact** 

Sales Office PHI Sales Region NAT

**Priority** 

P-3

Agency Ref

Advertiser Ref

66 Canal Center Plaza

Suite 555

Alexandria, VA 22314

Primary Account Executive

Kristen Waskie

Account Executive

Order%

**End Date** 

Kristen Waskie

100%

Order Share 100% Market Value 117100

Competing Station	% of Order	Amount
CABLE	%	0
WESH	%	0
WFTV	%	0
WKCF	%	0
WOFL	%	0
WOPX	%	0
WRBW	%	0
WRDQ	%	0

Billing Plan **Order Totals** Net Amount Gross Amount Rating Start Date End Date # Spots **Net Amount Gross Amount** Month # of Spots 33 \$99,535.00 \$117,100.00 0.00 08/27/12 09/27/12 \$117,100.00 \$99,535.00 September 2012 33 0.00 \$117,100.00 \$99,535,00 33 Totals

									Total	S
Ln Ch Start	End	Inventory Code	Break	Start/End Ti	me Days	Len Spot	s Rate Pri	Rtg Type S	Spots	Amount
E 1 WKMG 09/21/12	2 09/21/12	M-F David Letterman David Letterman	СМ	1136p-1238a	1	:30	1 \$700.00 P-3	0.00 NM	1	\$700.00
<u>Start Date</u> Week: 09/17/12	End Date 09/23/12	Weekdays Spo	ots/Week 1	<u>Rate</u> \$700.00	Rating 0.00					
E 2 WKMG 09/21/12	2 09/21/12	1230-2p CBS Soaps Soaps	CM	12:30-2p	1	:30	1 \$1,250.00 P-3	0.00 NM	1	\$1,250.00
<u>Start Date</u> Week: 09/17/12	End Date 09/23/12	Weekdays Sp	ots/Week 1	<u>Rate</u> \$1,250.00	Rating 0.00					
E 3 WKMG 09/21/1:	2 09/21/12	CBS This Morning The Early Show	СМ	7-9a	1	:30	1 \$700.00 P-3	0.00 NM	1	\$700.00
<u>Start Date</u> Week: 09/17/12	End Date 09/23/12	Weekdays Sp	ots/Week 1	<u>Rate</u> \$700.00	Rating 0.00		<del></del>			
E 4 WKMG 09/21/1	2 09/21/12	Fri Prime 9p CSI:NY	СМ	9-10p	1	:30	1 \$5,000.00 P-3	0.00 NM	1	\$5,000.00
Start Date	End Date	<u>Weekdays</u> <u>Sp</u>	ots/Week	<u>Rate</u>	Rating			II.		





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Order Sep 00:15:00

Advertiser POL/American Crossroads Product AMERICAN CROSSROADS Estimate # 1017

	Ch.	Ctart	End	Inventory Code	Break	Start/End <sup>3</sup>	Гime Days	Len Spe	ots Rate Pri	Rtg Type	Tota Spots	als Amount
	Ch	Start	End 2 09/21/12	Fri Prime 9p	CM	9-10p	1	:30	1 \$5,000.00 P-3	0.00 NM	1	\$5,000.00
E 4	VVKIVIG	09/21/1	2 09/21/12	CSI:NY	OW	0 100						
	<u>Sta</u>	t Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating					
	/eek: 09/		09/23/12	1		\$5,000.00	0.00	:30	1\$11,000.00 P-3	0.00 NM	1	\$11,000.00
E 5	WKMG	09/24/1	2 09/24/12	Mon Prime 10p Hawaii Five-O	CM	10-11p	1	:50	1911,000.001-5	0.00 1111	·	<b>\$11,000,00</b>
. 1/1	<u>Sta</u> Veek: 09/	rt Date	End Date 09/30/12	<u>Weekdays</u> 1	Spots/Week	<u>Rate</u> \$11,000.00	Rating 0.00					
			2 09/24/12	2-3p The Talk The Talk	СМ	2-3p	1	:30	1 \$700.00 P-3	0.00 NM	1	\$700.00
V	<u>Sta</u> Veek: 09/	rt Date 24/12	End Date 09/30/12	Weekdays 1	Spots/Week 1	<u>Rate</u> \$700.00	<u>Rating</u> 0.00					
		***************************************	2 09/24/12	Morn News at 6a Morn News at 6a	CM	6-7a	1	:30	1 \$800.00 P-3	0.00 NM	1	\$800.00
		rt Date	End Date 09/30/12	Weekdays	Spots/Week	<u>Rate</u> \$800.00	Rating 0.00					
	Veek: 09/ WKMG		09/30/12	7-9a CBS This M		7-9a	1	:30	1 \$600.00 P-3	0.00 NM	1	\$600.00
	01.			7-9a Sat Early Si	now Spots/Week	Rate	Rating					
V	<u>Sta</u> /Veek: 09	<u>rt Date</u> 17/12	End Date 09/23/12	<u>Weekdays</u> 1-	<u>30013/1166K</u>		0.00					
			12 09/23/12	NFL Game 1 NFL Game 1	СМ	various (1:00 PM-4	1 :00 PM)	:30	1\$12,000.00 P-3	0.00 NM	1	\$12,000.00
		rt Date	End Date 09/23/12	Weekdays	Spots/Week	•	Rating 0.00					
	Neek: 09/ 0 WKMG		12 09/23/12	Sun Prime 7-8p	СМ	7-8p	1	:30	1 \$7,000.00 P-3	0.00 NM	1	\$7,000.00
	01-	ud Dada	End Data	Sun 7-8p <u>Weekdays</u>	Spots/Week	Rate	Rating					
١	<u>512</u> Neek: 09	rt <u>Date</u> /17/12	End Date 09/23/12	1	1	·	0.00					
E 1	1 WKMG	09/23/	12 09/23/12	CBS Sunday Mo CBS Sunday Mo		9-1030a	1	:30	1 \$2,000.00 P-3	0.00 NM	1	\$2,000.00
		art Date	End Date	Weekdays	Spots/Week	Rate \$2,000.00	Rating 0.00				į	
	Week: 09		09/23/12 12 09/27/12			1136p-123		:30	1 \$1,000.00 P-3	0.00 NM	1	\$1,000.00
E 1	2 VVKIVIG	09/2//	12 09/21/12	David Letterman		1100p 120	_			!	•	
	Sta	art Date	End Date	<u>Weekdays</u>	Spots/Week		Rating					
	Week: 09		09/30/12	1		\$1,000.00 12:30-2p	0.00	:30	1 \$1,250,00 P-3	0.00 NM	1	\$1,250.00
E1	3 WKMG	09/27/	12 09/27/12	1230-2p CBS So Soaps	paps CM	12.30-2p	1	.00	, ф.,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,			
,	<u>St</u> Week: 09	art Date	End Date 09/30/12	•	Spots/Weel	<u>Rate</u>   \$1,250.00			_			
			12 09/20/12		СМ	2-3p	1	:30	1 \$700.00 P-3	0.00 NM	1	\$700.00
	St	art <u>Date</u>	End Date	<u>Weekdays</u>	Spots/Weel							
	Week: 09		09/23/12	1		1 \$700.00	0.00	:30	1 \$800.00 P-3	0.00 NM	1	\$800.00
E1	I5 WKMO	9 09/20/	/12 09/20/12	Morn News at 6 Morn News at 6		6-7a	T	.30	1 ψουσίου Γ-ς	J. 5.55 1419		<del>-</del>
		art Date	End Date		Spots/Weel							
	Week: 09		09/23/12	1		1 \$800.00 7-9a	0.00	:30	1 \$700.00 P-	3 0.00 NN	1 1	\$700.00
E °	16 WKM(	09/27/ ف	/12 09/27/1:	2 CBS This Morni The Early Show	,							
	<u>St</u>	art Date	End Date	<u>Weekdays</u>	Spots/Wee	<u>k Rate</u>	<u>Rating</u>				N	





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Advertiser POL/American Crossroads Product AMERICAN CROSSROADS Estimate # 1017

									Tota	
Ln Ch Start	End	Inventory Code	Break	Start/End Ti	me Days	Len Spot		Rtg Type S	·	Amount
E 16 WKMG 09/27/12	2 09/27/12	CBS This Morning The Early Show	CM	7-9a	1	:30	1 \$700.00 P-3	0.00 NM	1	\$700.00
Start <u>Date</u> Week: 09/24/12	End Date 09/30/12	Weekdays	Spots/Week 1	<u>Rate</u> \$700.00	Rating 0.00					
E 17 WKMG 09/20/1	2 09/20/12	Thu Prime 8p Big Bang Theory	CM	8-830p	1	:30	1 \$9,000.00 P-3	0.00 NM	1	\$9,000.00
Start Date Week: 09/17/12	End Date 09/23/12	Weekdays 1	Spots/Week 1	<u>Rate</u> \$9,000.00	Rating 0.00					
E 18 WKMG 09/20/1	2 09/27/12	9-10a Rachael Ra Rachael Ray	у СМ	9-10a	1	:30	1 \$500.00 P-3	0.00 NM	2	\$1,000.00
<u>Start Date</u> Week: 09/17/12 Week: 09/24/12	End Date 09/23/12 09/30/12	Weekdays 1 1	Spots/Week 1 1	<u>Rate</u> \$500.00 \$500.00	Rating 0.00 0.00					
E 19 WKMG 09/25/1		1230-2p CBS Soa Soaps	ips CM	12:30-2p	-1	:30	1 \$1,250.00 P-3	0.00 NM	1	\$1,250.00
<u>Start Date</u> Week: 09/24/12	End Date 09/30/12	Weekdays -1	Spots/Week 1	<u>Rate</u> \$1,250.00	Rating 0.00					4777 00
E 20 WKMG 09/25/1	2 09/25/12	CBS This Morning The Early Show	g CM	7-9a	-1	:30	1 \$700.00 P-3	0.00 NM	1	\$700.00
<u>Start Date</u> Week: 09/24/12	End Date 09/30/12	<u>Weekdays</u> -1	Spots/Week 1	<u>Rate</u> \$700.00	Rating 0,00				,	640,000,00
E 21 WKMG 09/25/1	2 09/25/12	Tue Prime 8p NCIS	CM	8-9p	-1	:30	1\$18,000.00 P-3	0.00 NM	1	\$18,000.00
<u>Start Date</u> Week: 09/24/12	End Date 09/30/12	Weekdays -1	Spots/Week 1	\$18,000.00	Rating 0.00			0.00.104	,	<b>#</b> E00.00
E 22 WKMG 09/25/1	2 09/25/12	9-10a Rachael Ra Rachael Ray	ay CM	9-10a	-1	:30	1 \$500.00 P-3	0.00 NM	1	\$500.00
<u>Start Date</u> Week; 09/24/12	End Date 09/30/12	Weekdays -1	Spots/Week 1	\$500.00	Rating 0.00		1415 000 00 D	0.00 NM	4	ድ4ፍ በበብ ብብ
E 23 WKMG 09/25/1	2 09/25/12	Tue 2 Hour Speci Tue 2 Hour Spec	ial	various	-1	:30	1\$15,000.00 P-3	0.00 NM	1	\$15,000.00
<u>Start Date</u> Week: 09/24/12	End Date 09/30/12	Weekdays -1		\$15,000.00	Rating 0.00		1 \$1,000.00 P-3	0.00 NM	2	\$2,000.00
E 24 WKMG 09/19/	12 09/26/12	David Letterman		1136p-1238		:30	1 \$1,000.00 P-3	U.UU INIVI	2	Ψ2,000.00
Start Date Week: 09/17/12	End Date 09/23/12 09/30/12	<u>Weekdays</u> 1 1		Rate \$1,000.00 \$1,000.00	Rating 0.00 0.00					
Week: 09/24/12 E 25 WKMG 09/19/		·		12:30-2p	1	:30	1 \$1,250.00 P-3	0.00 NM	1	\$1,250.00
<u>Start Date</u> Week: 09/17/12	End Date 09/23/12	Weekdays 1	Spots/Weel	<u>Rate</u> 1 \$1,250.00	Rating 0.00					
E 26 WKMG 09/26/		2-3p The Talk The Talk	CM	2-3p	1	:30	1 \$700.00 P-3	0.00 NM	1	\$700.00
Start Date Week: 09/24/12	End Date 09/30/12	<u>Weekdays</u> 1	Spots/Weel	<u>c Rate</u> 1 \$700.00	Rating 0.00					
E 27 WKMG 09/26/	12 09/26/12	Morn News at 6a Morn News at 6a		6-7a	1	:30	1 \$800.00 P-3	0.00 NM	1	\$800.00
<u>Start Date</u> Week: 09/24/12	<u>End Date</u> 09/30/12	<u>Weekdays</u> 1	Spots/Weel	1 \$800.00	Rating 0.00			0.00 110	,	<b>\$700.00</b>
E 28 WKMG 09/19/	12 09/19/12		СМ	7-9a	1	:30	1 \$700.00 P-3	0.00 NM	1	\$700.00



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Advertiser POL/American Crossroads Product AMERICAN CROSSROADS Estimate # 1017

Ln Ch S	Start	End	Inventory Code	Break	Start/End	Γime Days	Len (	Spots	Rate Pri	Rtg Type	Tot Spots	als Amount
	or process of the court		CBS This Morning	)								
			The Early Show	O4-8841	Doto	Defina				1	]	
Start D		End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
Week: 09/17/	/12	09/23/12	1	1	\$700.00	0.00			10 000 00 D 0	0.00 NB#	۱ ،	\$12,000.00
E 29 WKMG 0	9/19/1	2 09/19/12	Survivor 90min P	remier <b>©</b> M	Wed 8p-93	0p1	:30	1\$	\$12,000.00 P-3	0.00 NM		\$12,000.00
			Survivor 90 Min S	Ssn Prem								
Start [	Date	End Date	Weekdays	Spots/Week	<u>Rate</u>	Rating						
Week: 09/17		09/23/12	1	1	\$12,000.00	0.00						
E 30 WKMG 0	9/21/1	2 09/21/12	Fri Prime 8p	CM	8-9p	1	:30	1	\$4,000.00 P-3	0.00 NM	1	\$4,000.00
200 1111110 0			Undercover Boss	<b>i</b>	•							
Start I	Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 09/17		09/23/12	1	1	\$4,000.00	0.00						
				CM	10-11p	1_	:30	1	\$4,000.00 P-3	0.00 NM	1	\$4,000.00
E31 WKMG 0	19/22/1	2 09/22/12	Sat Prime 10p		10-11p	J.,	,00	•	<b>\$</b> 1,1000.000			
			48 Hours Myster									
Start I	<u>Date</u>	End Date	<u>Weekdays</u>	Spots/Week		Rating						
Week: 09/17	/12	09/23/12	1-	1	\$4,000.00	0.00					<u>l</u>	
				- Want						Totals	33\$	117,100.00